

## Business IT Solutions

### Content Management

*CMS was established in 1975 as computer software that collaborates documents and web content. Data is now easily retrievable, updated and flexible in how it can be formatted and re-transmitted.*

Your Content Management System from Diversity Solutions will enable:

- i) Improved business efficiency
- ii) Increased product and service offerings
- iii) Reduced operating costs

At Diversity Solutions, we are committed to ensuring that you work with the exact application that you need. We want you to succeed. We will spend consultation time discussing the possibilities of your CRM product and the long list of benefits to your Company. Taking this time to ascertain what exactly your requirements are, ensures that you will not be left with a product that you are not 100% delighted with nor an application that does not complete its task efficiently.

Our Content Management System has been designed to enable effective site management for businesses of all sizes. Based on the latest technology, this system ensures ease-of-use and the ultimate in efficiency.



#### CMS

*We have worked with Diversity Solutions for 3 years now, and have always maintained an equal, honest relationship. The IT service is vital to my Companies operations. I would happily recommend them.*

### Diversity Solutions

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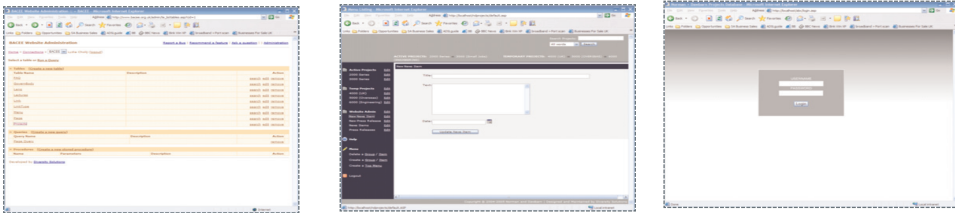


*Content Management System is an application that enables an individual to easily create, manage and publish online content with no previous programming nor technical experience. A Content Management System (CMS) is typically required by most Companies when creating large volumes of content, or when the publishing process is too consuming and inefficient.*

#### **CMS Research**

It is vital that a Content Management Solution meets the current and projected needs of the Organisation by identifying business goals and requirements.

Traditionally, Content Management Systems are associated with programs for managing web content with the idea of organising information so that it is easily retrievable, updateable and flexible in how it can be re-formatted and re-transmitted. Today's content management systems are elaborate software/database applications designed to store and process large amounts of complex information. They are generally regarded as frameworks of tools that are less application of data specific. These characteristics make the solution favourable to Companies of any scale.



Exploiting the World Wide Web and learning to take advantage of the possibilities open to your Company is vital in order for any business to succeed. Growing market share, gaining competitive advantage and increased promotion are all significant advantages of using the web that should not be overlooked. Clients and customers alike are becoming increasingly demanding, requiring more information about the product.

Content Management Systems and up-to-date websites allows your customer to experience a unique and transparent relationship with your Company, helping to bring the buyer and seller closer together. Market changes and fluctuations are common place today, and because of this, firms are recognising that the need to stay ahead and act upon change promptly is vital to the survival of their firms. A CMS system allows you to do just that, without the need for external advice or help.

#### **Key Points**

A Content Management System, unique to your Company, is quite simply the most efficient way for managing online resources and websites. Here are just some of the benefits:

- Any member of staff, regardless of their technological capabilities, can edit and change the website, without the need for expensive external specialists.
- ACMS system provides you with the ability to manage your site from anywhere in the world, whenever you like.
- Reduces costs both in print and promotion. Integration into e-commerce, allowing you to streamline your Company with the necessary technology.

Our CMS ensures that your website is focussed upon achieving business goals and that the content of the website is the responsibility of the experts; as opposed to dependent upon technological issues.

The ability to achieve content changes in a shorter time scale as well as ensuring accuracy, CMS reduces the time to market, improves the user experience and saves costs.

*In terms of reliability and dependability, Diversity Solutions gets 10 out of 10. I always like to know what is going on, and with them you never feel left in the dark.*

#### **Kate Harrison**

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For further Information visit the Diversity Solutions website at:

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